1941

decorating ideas

FROM Jean McLain's NOTEBOOK

HOW TO CHOOSE AND USE COLOR-LOCKED

IMPERIAL Washable WALLPAPERS

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Imperial

decorating ideas

FROM *Jean McLain's* NOTEBOOK

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Makers of **COLOR-LOCKED***

IMPERIAL
Washable
WALLPAPERS

***COLOR-LOCKED** . . . an exclusive patented process of color-binding which, coupled with Imperial's experience and control, produces wallpapers with colors insoluble in water and dry cleaning fluids, and highly resistant to light. All Imperial *Washable* Wallpapers are guaranteed for three years from date of hanging to withstand room exposure without fading and to clean satisfactorily in accordance with the instructions included in every roll. Should any Imperial *Washable* Wallpaper fail in these respects it will be replaced without charge.

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ACKNOWLEDGMENT

It has been my privilege each year to assist thousands of home-makers in making their homes more attractive. In preparing this booklet I have attempted to answer the questions, and solve the problems and situations that have occurred with greatest frequency. It is my wish to acknowledge with gratitude my indebtedness to the many who have thus been indirect contributors to this little book.

Jean McLain

There are "rules"

BUT THEY ALLOW FULL FREEDOM TO CARRY OUT YOUR OWN IDEAS

Because ⅔ of your home is wall space, nothing can establish charm and character in your home as definitely as the treatment of the walls. By contributing both pattern and color, wallpapers strikingly enhance your decorative scheme. Nothing brings color and beauty so quickly and economically into your home as Imperial *Washable* Wallpapers.

Here is the "secret" of wall decoration in a nutshell: In choosing wallpaper for a room, basically you consider the size, height, light and character of that room. And you relate the color, design and feeling of the paper to those demands. Briefly, we should consider:

Pattern in relation to the physical characteristics of the house and its rooms.

Color to establish atmosphere or mood and to determine the room color scheme.

Wallpaper should be consistent in feeling with the architecture of the house and its furnishings. For the house of formal feeling you should select wallpaper which suggests an atmosphere of elegance. For the informal house, select backgrounds which are simple in feeling, gay and bright in color, and characterized by grace and simplicity of design.

If you possess distinguished mantelpieces and woodwork, papers should be keyed to these details. Extremely simple mantels and woodwork, particularly if painted, allow great latitude in the choice of wallpapers, but where definite period details are already built in, great care should be taken in using paper with appropriate pattern.

Materials used in the structure of the mantel should be considered in the decorative scheme. Since fireplaces are logically the center of interest in any room, a setting should be given them that befits their importance. Color, as well as pattern, must be carefully chosen.

Generally, size of pattern should be in scale with the room. Large patterns make a small room seem smaller, the exception being scenics, which seem to open up the room by leading the eye beyond the walls. Boldly patterned, intensely colored papers have a tendency to convert small rooms into cages. When a small pattern is used in a small room, not overly light, the background is not obtrusive and the room seems less cramped, less shut in. The most satisfactory results for small rooms are achieved with light-toned wallpapers showing small scaled patterns such as rosettes, medallions, delicate leaf forms, and conventional motifs. Diamonds are good if they are kept fairly small in scale and pastel in coloring.

For a large room we are less restricted in the choice of pattern and color. We avoid tiny, insignificant patterns since they make the walls seem lost and aimless. Large scale patterns lend dignity and distinction to spacious rooms giving them character and importance. A large room attains a more homelike air when papered with an important design in rich colorings and I also like to use, for such rooms, well-defined scenics, damasks, large florals and foliage types of wallpapers.

Color AND Feeling

While the design of the wallpaper gives character to the room and emphasizes the style suggested by the furnishings, the selection of a color is also important, since the effect of color is so powerful. Bright, clear colors tend to create a feeling of radiance; subdued colors have a quieting effect.

You should consider the exposure of your rooms. As a rule, southern and western exposures receive a bright light. Cool colors, such as gray, lavender, blue or green are indicated. A room with northern exposure receives a cold light, and more attractive decorative results are obtained by using warm, glowing colors. Excellent choices are cream, tan, yellow, pink, rose, and peach. Do not feel, however, that these color rules are rigid, for personal preference should guide your choice.

Today certain colors are not definitely assigned to any room. We may well use so-called "bedroom colors" of peach, aqua, blue, yellow and ivory in living rooms, and in turn choose rich, intense colors for bedrooms. The purpose of a room, the colors of rugs, draperies and furniture should determine the selection of color for your wallpaper. Deep, intense colors darken a room and appear to reduce its size. Shades such as maroon, deep blue, Empire green, cocoa brown, are therefore logical choices for rooms where a snug air of seclusion is desired. Tones of beige, brown, green, maroon and deep-toned blue are consistent with a sturdy, substantial type of decoration.

Your wallpaper offers unusual opportunity to "tie together" the various color elements of your rooms in a harmonious effect. If you are redecorating a room from top to bottom, the wallpaper will establish your color scheme when selecting fabrics or furniture covers, draperies and rugs. If you are not buying new furnishings, you should select a paper blending with the established color scheme.

Where one color already predominates, my preference is for a contrasting background which will repeat one of the color notes in the decorative scheme of the room and serve as a foil to the predominant color. For instance, a living room with cedar rose rug, and rosy tones in the furniture coverings, may have a chair or two covered in medium or powder blue, and flowered draperies in shades of rose and blue. By using a soft blue background with the added interest of pattern the large areas of warm rose shades are set off to advantage, and the blue accents are emphasized.

If a more conservative treatment is desired, choose a paper neutral in background with the design repeating colors of your furnishings.

Study the colors in your room—then study the colors and *balance of color* in the paper you choose. Keep in mind that the combination of colors on any particular Imperial pattern has been selected by the best-informed color experts. Therefore, you can use the various colors occurring in the paper for the balance of the room—draperies, furniture coverings, rugs and accessories.

When the wood trim is oak, walnut, pine or mahogany in natural or dark finish, take advantage of the opportunity to enhance these wood tones. Select rich colors for the paper such as soft yellow, peach, terra cotta, warm greens or blues. Avoid white or light background papers as the contrast between paper and trim is too startling. If the trim is to be painted, use white, ivory or the background color of your Imperial *Washable* Wallpaper. Then one of the colors in the pattern can be used for draperies, another one for furniture coverings or rugs.

Colored ceilings lend additional interest to a room. They may match the background of the wallpaper or contrast to it. Intense rich colors will tend to lower a high ceiling and are used to best advantage in spacious rooms. On the other hand, pastel ceilings matching the wallpaper give a feeling of color continuity helpful in giving an illusion of greater size.

Halls . . .

★ *For Early American halls choose a wallpaper with quaintly costumed figures to heighten the oldtime atmosphere. Scenics may also be used to excellent advantage. If you have a dado in natural finish harmonize the color of the wallpaper to the tone of the wood trim.*

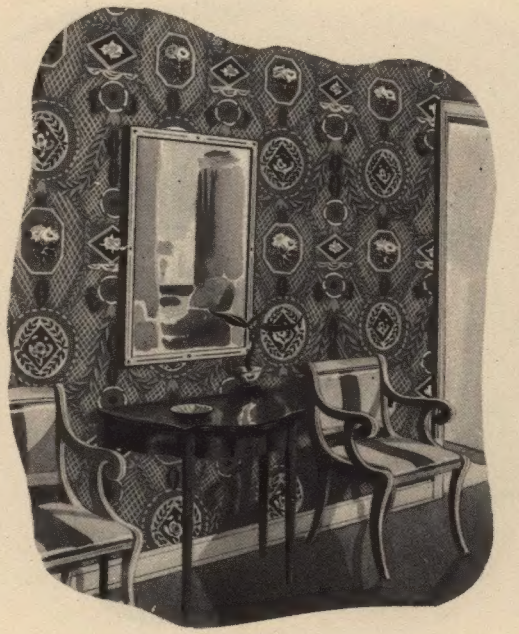
★ The background of the entrance hall is all-important in creating a pleasant first impression. I like to use pattern and color in a generous . . . almost a lavish manner. The hall is often a bit formal in treatment . . . its furnishings are more or less limited and conventional . . . so we must rely upon the wallpaper to take over the lion's share of the decoration.

Scenics are always excellent. Large floral patterns are not amiss, particularly the colorful chintz types for Colonial houses. Conventional designs have dignity, as do the diamond and trellis types of design. Chinese papers add a decorative note . . . choose either an allover Chinoiserie pattern or a regularly spaced Chinese motif. For important halls select designs which are bold in scale and do not hesitate to use rich, intense colors. Stripes should be avoided if stairways ascend in an open well to the third floor.

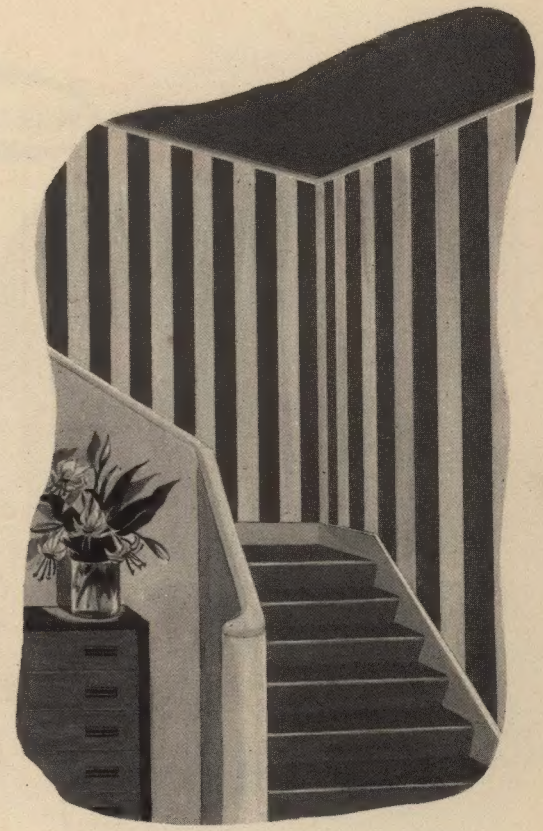
★ *In a Colonial hall, so often furnished with graceful 18th Century English pieces. a flowery paper of lively color contributes gaiety and charm.*

GIVE THAT IMPORTANT FIRST IMPRESSION

★ *For a Georgian hall, where fine paneling and a dado are shown, a wallpaper in block arrangement lends dignity that is in accord with the architectural features of 18th Century rooms. Luxuriant florals, fruits and scenics are well adapted.*

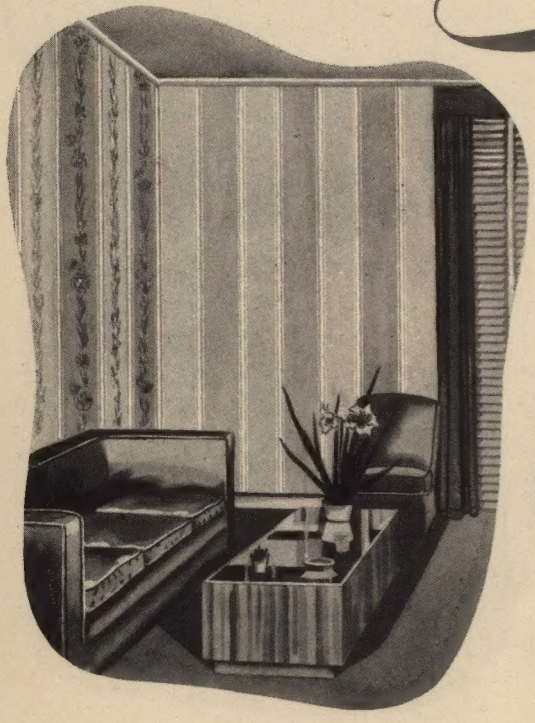


★ *Regency halls, with their finely proportioned backgrounds, and furnishings of classic derivation, have a formal air which should be echoed by the wallpaper. In selecting your paper look for a hint of elegance and sophistication.*



★ *Modern halls take kindly to bold stripes in subtle combinations of color. A ceiling of intense color which repeats one of the tones in the stripe offers a decorative treatment which is new and smart. Contrasting colors may also be used for ceilings.*

Living rooms . . .



★ *Modern living rooms require stylized designs, and these may be of leaf forms, of flowers, or adaptations of classic motifs. Stripes are always good, and the combination of patterned wallpapers with papers of solid color is also favored.*

★ *Early American, Cape Cod and French Provincial living rooms gain added charm through the use of a toile or an allover design with gay colors to emphasize the informality of these styles.*

★ In living rooms the background is vitally important since it sets the mood of the room. A pleasant harmony should be sought between the various decorative elements, such as wallpaper, rugs, draperies and furniture coverings. Consideration should also be given to the *ensemble* effect of adjoining rooms. Since the openings to the hall and dining room are generally large, a more favorable impression is gained when the backgrounds of the two rooms are harmonious and create an agreeable continuity of color.

Rooms with dark wood trim take deep rich colorings, while ivory or white trim will set off a more delicately toned color scheme.

If you own some period furniture, capitalize on these possessions by using a wallpaper whose design is inspired by the same period. If your furniture has no lineage of which to boast, a distinctive wallpaper will contribute the decorative quality which is needed.

SHOULD HAVE CHARACTER...SO AVOID THE COMMONPLACE

★ *Victorian living rooms possess an air of coziness which wallpaper will accentuate. Deep, rich colors and large designs are desirable. Since Victorian rooms usually are large, they take diamond patterns, floral clusters and scenics to good effect.*

★ *Federal American rooms look their best with wallpapers of rich colorings, and designs which are classic in inspiration. Swags, garlands, urns and wreaths are good—as are stripes which may be used with deep swag borders.*

★ *Colonial rooms acquire added grace and charm when papered in medallion, rosette or classic motifs. Striped wallpapers, wreath, foliage and floral patterns lend an oldtime flavor to Colonial interiors.*

Dining rooms . . .

★ *Dining rooms furnished in Early American style should have informal backgrounds compatible with the simplicity of this period. Floral papers are always appealing. They may show large clusters, tiny sprigs or allover effects.*

★ The dining room offers every opportunity for the choice of a highly decorative wallpaper. While dignity should be stressed, it should be combined with cheer and graciousness and be expressive of hospitality. Fanciful and imaginative papers are stimulating in effect.

Interesting architectural features are always set off by a colorful wallpaper. When dadoes or wainscots are of wood paint them to match the trim of the room, the ground color of the paper, or a contrasting color. If a painted chair rail is used the area below it may be papered or painted. Even more interesting is the new Imperial dado which strikingly complements the patterned paper used effectively above it (see first sketch next page).

Built-in corner cupboards are usually painted to match the trim of the room but their linings may repeat one of the color accents in the wallpaper.

★ *Federal dining rooms demand elegance and beauty in their backgrounds, and wallpapers with classic figures, rosettes, swags and garlands are a happy choice. Lines should be graceful and colors subtle.*

SHOULD ALWAYS BE FESTIVE

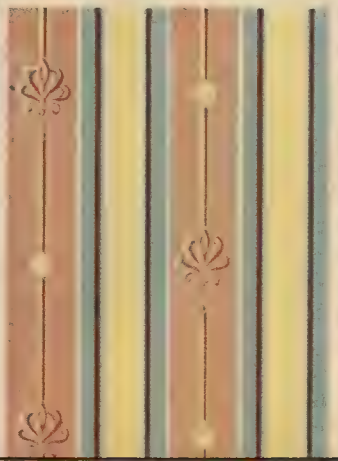
★ *Modern furniture is shown to best advantage against papers which give the clean-cut effect characteristic of all modern design. Papers of abstract design and stylized leaf or floral forms are excellent.*

★ *Scenics possess an imaginative quality adapting them to dining rooms of formal or informal character. For Colonial rooms they contribute a mellow atmosphere in complete harmony with the traditional pieces favored for dining rooms. There are many different types . . . allover woodland scenes, pastoral motifs and Chinoiseries.*

★ *When living room and dining room are combined, a figured stripe of important scale and rich color is suggested for the dining end. The other walls should be restrained in pattern and should repeat one of the colors from the floral paper.*

ROOM-TO-ROOM *Color Harmony*

★ *A charming ensemble is assured with these papers chosen from a six-pattern group in the key of turquoise. The scenic in beige, rose and green on turquoise permits a choice of colors for rugs and furnishings. The richly-toned broad stripe gives contrast that is accentuated by the third paper, which also features turquoise and carries ivory, beige and terra cotta. Equally effective decorating schemes will result from other combinations of papers in this six-pattern group.*



★ Adjoining rooms should have harmonious colors in order to tie together or ensemble their decorative schemes. The new six-pattern Imperial Ensembles . . . keyed to your favorite color . . . were created to attain this pleasant effect and to solve the perplexing problem of how to paper adjoining rooms. The papers have been styled so carefully that any combination within the color group . . . any two, three, four, five or six . . . may be used together for adjoining rooms.

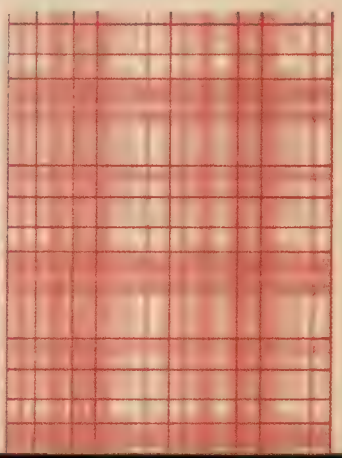
We need not paper two rooms alike just because they are joined by a large arch or doorway, and the best effect is gained when one paper serves as a foil to the other. To give this effect scale, pattern and color must be considered. Scale is important because there must be variety of sizes in the motifs so monotony is

IS ASSURED WITH PLANNED *Ensembles*

avoided. Contrast of pattern is necessary but there should be a close relationship of design . . . if one paper is formal do not use a quaint paper next to it. Do not use two scenics for adjoining rooms, two diamond patterns or similar spot designs.

Preferably, one color should predominate and accents of this dominant color should appear in the other papers ensembled with the one which offers the key for the color scheme. All papers may not carry the same colored ground but should a rose background wallpaper be used for one room, this same color should appear in the design of at least one of the papers completing the group. Through this treatment there is an agreeable continuity of color even when backgrounds of companion or ensemble papers contrast to each other.

★ *Exquisite color harmony gives vibrancy to this group ensembled for upstairs rooms . . . for bedrooms, bath and dressing room, or for two bedrooms with connecting bath. Diversity of pattern is attained by naturalistic motifs of reeds and cranes . . . a self-toned plaid and a gay floral design. The glowing rose predominating in the plaid contrasts to the powder blue ground of the bathroom pattern . . . and these colors, accentuated by leaf green and mauve, are gathered together in the hues of the flowered paper.*



Bedrooms . . .

★ *Four-poster beds and the old time furnishings of Colonial bedrooms are emphasized by papers of floral design . . . either small sprays or clusters, or lovely floral stripes. Allover designs reminiscent of calico are good; their colors should be fresh and gay.*

★ *Striped wallpapers showing stylized florals, vines or foliage motifs offer ideal backgrounds for modern bedrooms. Companion papers in subtle combinations of color also afford unusual possibilities for delightful decorative schemes.*

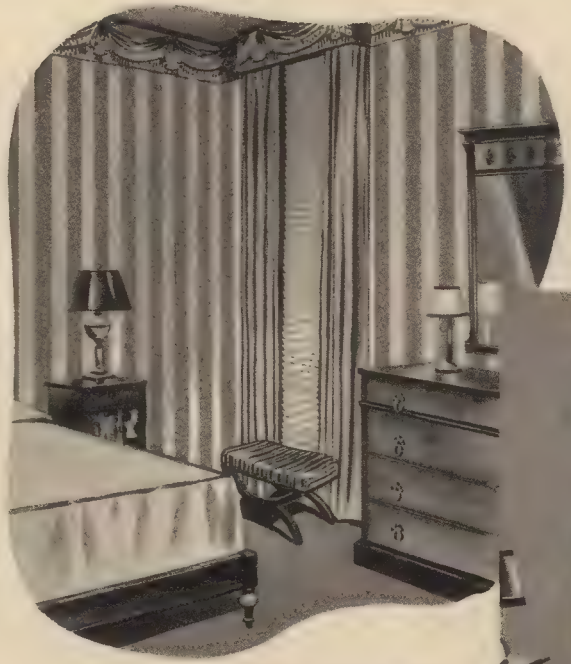
★ Draw upon all the originality you possess when choosing a wallpaper for your bedroom—for this is the room in which *your* personality can be stressed to the *n*th degree! Begin with the color you like and then select a pattern adapted to the size and style of your room.

Exquisite pastel shades, infinitely more subtle than in past years, are at your command . . . in a range that includes *ensembles* for bedrooms with adjoining dressing rooms and baths.

Florals . . . of infinite variety . . . are always pleasing. Tiny floral clusters, sprigs and diamond patterns lend an air of coziness to rooms which are to have a quaint flavor. Stripes are smart and are favored for modern rooms. The severity of stripes may be softened for a traditional room by using with them gaily flowered chintzes or cretonnes, these fabrics being equally effective with diagonal or lattice wallpapers.

MAY BE TREATED WITH ORIGINALITY

★ *Victorian bedrooms with their high ceilings take wallpapers of bold scale. Large bouquets of flowers, garlands and ribbons—medallions and rococo scrolls are just the thing. Use intense colors, too.*



★ *For Regency bedrooms swag borders are excellent, charming decorative effects being obtained by using them with two-toned striped walls. Valance boards over windows are appropriate and may be made most interesting by mounting wallpaper borders on thin wooden boards.*

★ *Interesting architectural features—such as a recess for dresser or bed—may be emphasized by the harmonious combination of two wallpapers. For recess use a highly decorative paper, then repeat the background color of the patterned wallpaper for the other walls—using a plain paper or a stripe. Consider a colored ceiling, too.*

What to do about

DORMER ROOMS

★ *Dormer rooms with their slanting walls and low ceilings may be treated in various ways. The wallpaper may be carried up the slanting wall to the flat ceiling area with the ceiling papered to match the ground of this wallpaper. The ceiling paper may be carried down to meet the straight side wall regardless of the wall height—or you may paper walls and ceiling alike if small allover patterns, sprig, star or polka dot papers are used. I prefer chintz patterns or small florals as they adapt themselves most effectively to irregular wall areas.*

★ BOYS' ROOMS

★ *Boys' rooms should have a sturdy, masculine air regardless of the age of their occupants. Consequently the pastel tones of pinks and blues are out of place. Nautical motifs are favored and air-minded boys like papers with planes, dirigibles and balloons. For the older boy, stripes, plaids and conventional designs are good, but the colors should not be delicate. Medium blues, beige, yellow, red, brown, navy and terra cotta are excellent and, of course, the ever-popular red, white and blue!*

What to do about

GIRLS' ROOMS

★ *Girls' rooms may be as daintily feminine as possible and exquisite colors of pink, peach, blue, green and mauve are in order. Floral wallpapers are appropriate, the size of the room determining the style of the pattern. Small sprig designs, tiny bouquets are charming, especially for small rooms, while garlands, wreaths and large clusters of flowers contribute grace and beauty to a larger room. Satin stripes, two-toned or of contrasting colors, are especially lovely when topped by a floral or swag border. A colored ceiling will add the finishing touch.*

★

RECREATION ROOMS

★ *Recreation rooms can be stimulating and "different" because they are the center of so much entertaining. Wallpapers simulating woods, such as knotty pine, walnut and modern blonde woods, are excellent, and I always like the gay and spirited effect which is given by hunt scenes with their scarlet-coated riders. Bold plaids, stripes, nautical motifs, map or geographic designs and pictorial wallpapers are also well adapted.*

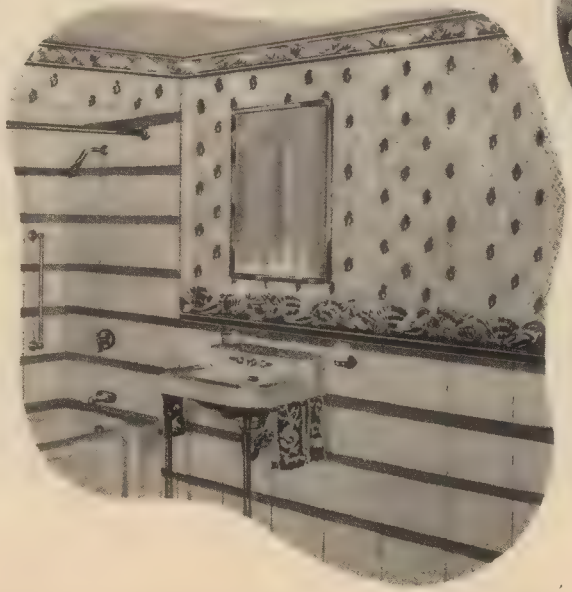
Bath & Powder room

★ Bathrooms are no longer confined to glistening, clinical white. Modern fixtures and tiles show lovely pastel and richly colorful tones to which Imperial papers have been carefully harmonized. Many provide striking color contrasts . . . others create a smart effect with more subtle tones.

Wallpapers with a suggestion of life on the bounding billows are amusing and very much in order. Seagulls, swans and ducks are always appropriate—and nautical motifs of any type are perfect. With an Imperial *Washable* Wallpaper the most fragile and delicate colors are really practical.

When baths open from bedrooms, it's an attractive idea to *ensemble* the colors of the two rooms. Where a bathroom connects two rooms, tie together in the colors of the bathroom paper the hues which appear in the two adjoining rooms.

★ *When the tub recess is lined with tile forming a high dado, a horizontal design is excellent as such a pattern adapts itself nicely to limited wall space. A frieze may be used to advantage and nautical motifs such as fish, shells, coral and seaweed are highly decorative and appropriate. Wave motifs, ships or gulls are in keeping. For small rooms and irregular wall areas stars, continued over the ceiling, are effective.*



★ *In powder rooms we may flout decorative rules and use large patterns on small areas, as we obtain effective schemes by using individuality. Large floral wallpapers are pleasingly unusual, and their vivid colors may be repeated for accessories such as a dressing table skirt, an upholstered bench, towels and toilet articles.*

Kitchens & Breakfast nooks

★ *Gay and lively designs and colors are the order of the day as they give the crisp effect which one associates with a clean and shining kitchen. The washable feature of all Color-Locked Imperial papers commends them for a room which must be kept fresh and spotless.*

★ *Wallpapers with a lilt are used in breakfast nooks to make their small space imaginative and colorful. Sometimes I use wallpapers with cheery farm houses and rustic motifs to bring interest and take a color from the wallpaper for linings of cupboards and the edges of shelves. The charming motifs of the wallpaper may also be repeated for decorative insets in your linoleum.*

★ There is a growing interest in kitchen decorations—and well there might be! —for nearly every woman spends a great deal of time in this very important workshop. Cheerful surroundings help to lighten prosaic tasks, and there's a great variety of colorful wallpapers that will bring this cheer to kitchens.

Among the motifs which I like are plaids, checkered gingham effects, polka dots and fruits, rural scenes, Colonial interiors with a kettle on the hob, and flower pots with jaunty geraniums!

If two of the kitchen walls are covered with built-in cabinets and equipment, choose a very bold and colorful wallpaper for the balance of the room and repeat colors of the paper for wood trim and cupboards. The shelf edges may be painted a contrasting color if desired.

WHEN FURNISHINGS HAVE DEFINITE

Colonial and Eighteenth Century

★ *Rooms in which the furnishings reflect elegance and grace demand wallpapers of graceful formality. I recommend medallions, Chinoiseries, urns and flowers, stripes and damask patterns.*

Early American and Cape Cod

★ *Wallpaper can best express honest simplicity and charming informality. Unpretentious patterns are called for here . . . wreath designs, old stencils, plaids, chintz effects, polka dots and scenics.*

Regency and Federal American

★ *These graceful styles of classic inspiration require wallpapers of distinction and the papers best suited to these rooms are stripes with swag borders, rosettes, urns, wreath and torch motifs, and stars.*

Period Characteristics

YOUR CHOICE OF WALLPAPERS SHOULD AGREE WITH THEM

Victorian

★ *The charm of this period lies in its feeling of coziness and papers, to be in keeping, should be informal. Large floral patterns in gay colorings are ideal, as are stripes, rosettes, garlands and foliage papers.*

Modern

★ *Textured papers in subtle colorings, stripes and stylized florals, are good with modern furnishings. Designs should be marked by that restraint which is typical of contemporary furniture; colors should be clear and fresh.*

Sometimes it is a real problem to choose . . . from a bewildering array of wallpapers . . . the patterns and colors that will set off your furnishings to the greatest possible advantage, but there is a pleasant solution for that predicament. Your nearest Imperial distributor can be of very great assistance in helping you create a new and beautiful decorative scheme for any room in your home. He is able to give you authoritative advice, prepared by my studio, as to the color of your wood trim and ceiling and suggestions for colors to complete the decorative scheme established by the Imperial papers which you decide upon.

A visit to our distributor will be well worth while . . . for you are certain to find the Imperial *Washable* Wallpapers that best express your taste.

Why YOU SHOULD INSIST ON COLOR-LOCKED*

IMPERIAL WASHABLE WALLPAPERS

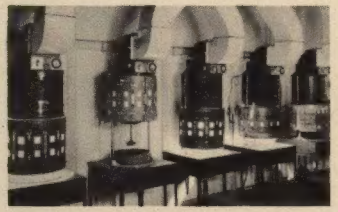
There are many factors which measure real quality in wallpaper. Beauty comes first, but to what avail, if it soon begins to fade, or is ruined by the slightest touch of dirty fingers or by rain pouring through an open window? When you insist on Color-Locked* Imperial *Washable* Wallpapers lasting satisfaction is assured. Since Imperial pioneered in guaranteed quality, millions of rolls have lived up to all claims made for them. This performance record speaks for itself.

Just a few years ago Imperial's beauty of color and design was undreamed of. Since then Imperial's creative spirit has earned acknowledged leadership. Designs have imagination and character, balanced harmony of color. They are truly authentic when planned to serve a particular period.

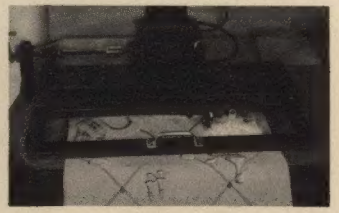
There's no need to hesitate because you fear Imperial's loveliness may be beyond your budget. This beauty is so inexpensive you can do over the whole house without overdoing the cost.

***COLOR-LOCKED** . . . an exclusive patented process of color-binding which, coupled with Imperial's experience and control, produces wallpapers with colors insoluble in water and dry cleaning fluids, and highly resistant to light. All Imperial *Washable* Wallpapers are guaranteed for three years from date of hanging to withstand room exposure without fading and to clean satisfactorily in accordance with the instructions included in every roll. Should any Imperial *Washable* Wallpaper fail in these respects it will be replaced without charge.

★ *Every Imperial Washable Wallpaper is subjected to rigid tests which include exposure to the fading action of ultra-violet light for the equivalent (in our experience) of three years of normal room service and a wash-test consisting of 200 rubs of a weighted rubber sponge saturated with soap and water.*



★ *Numerous Fadeometers are constantly used to test lightfastness.*



★ *Specially designed machines wash-test all Imperial papers.*

For Your Protection

Investigate before you buy to guard against the bitter disappointment experienced each year by thousands of home owners. You are safe if you insist on Imperial *Washable* Wallpapers. Be sure to look for the silver label that always identifies genuine Imperial papers

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in sample books. No matter where you buy them, papers so labeled are guaranteed for three years from date of hanging to withstand room exposure without fading and to clean satisfactorily in accordance with the instructions included in every roll. Save these instructions so you can maintain the original freshness and beauty of your new decorations!

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